In the Claims

Please cancel all previously pending claims without prejudice or waiver as to the underlying subject matter. This encompasses 62 claims, which were numbered by Applicants from claim 1 through claim 61, with two claims inadvertently listed as claim 31. Hereinafter, the claims originally listed from the second claim 31 through the final claim 61 will be referred to as claims 32-62.

Please add the following claims (claims 63-84)

63. (new)   A method for online advertisement selection, comprising:

(a)   receiving feedback on performance of each of a plurality of online advertisements with respect to an advertiser Web site;

(b)   receiving a request to display an online advertisement to a user; and

(c)   selecting, in response to the request, one of the plurality of online advertisements for display based upon the performance feedback.

64. (new)   The method of claim 63, wherein the performance feedback includes a historical statistical conversion rate of each of the plurality of online advertisements.

65. (new)   The method of claim 63, wherein the performance feedback includes a cost per action of each of the plurality of online advertisements.

66. (new)   The method of claim 63, wherein the performance feedback includes characteristics of users to which each of the plurality of online advertisements are displayed.

67. (new)   The method of claim 63, wherein the performance feedback includes a number of times each of the plurality of online advertisements is displayed to users.

68. (new)   The method of claim 63, wherein the performance feedback is received via e-mail.

69. (new)   The method of claim 63, wherein the performance feedback is received via a proxy server.

70. (new)   An computer system for online advertisement selection, comprising:
a storage device storing each of a plurality of online advertisements associated with an advertiser Web site;
a communications device for communicating with the advertiser Web site and a user; and
an advertisement server that receives from the advertiser Web site via the communications device feedback on performance of each of the plurality of online advertisements with respect to the advertiser Web site, the advertiser server receiving from a user via the communications device a request to display an online advertisement, the advertiser server selecting, in response to the user request, one of the plurality of online advertisements for delivery from the storage device to the user based upon the performance feedback.

71. (new)   The system of claim 70, wherein the performance feedback includes a historical statistical conversion rate of each of the plurality of online advertisements.

72. (new)   The system of claim 70, wherein the performance feedback includes a cost per action of each of the plurality of online advertisements.

73. (new)   The system of claim 70, wherein the performance feedback includes characteristics of users to which each of the plurality of online advertisements is displayed.

74. (new)   The system of claim 70, wherein the performance feedback includes a number of times each of the plurality of online advertisements are displayed to users.

75. (new)   The system of claim 70, wherein the advertisement server receives the performance feedback from the advertiser Web site via e-mail.

76. (new)   The system of claim 70, wherein the advertisement server receives the performance feedback from the advertiser Web site via a proxy server.

77. (new)   A medium storing instructions adapted to be executed by a processor to:

         (a)   receive feedback on performance of each of a plurality of online advertisements with respect to an advertiser Web site;

         (b)   receive a request to display an online advertisement to a user; and

         (c)   select, in response to the request, one of the plurality of online advertisements for display based upon the performance feedback.

78. (new)   The medium of claim 77, wherein the performance feedback includes a historical statistical conversion rate of each of the plurality of online advertisements.

79. (new)   The medium of claim 77, wherein the performance feedback includes a cost per action of each of the plurality of online advertisements.

80. (new)   The medium of claim 77, wherein the performance feedback includes characteristics of users to which each of the plurality of online advertisements are displayed.

81. (new)   The medium of claim 77, wherein the performance feedback includes a number of times each of the plurality of online advertisements are displayed to users.